

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01487 050841Z

17

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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P R 050810Z APR 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 1742

UNCLAS STOCKHOLM 1487

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: IN-STORE PROMOTIONS: AB NORDISKA KOMPANIET NK

FOR BIC/OIM/SAD:CEJOHNSON

REF: STOCKHOLM 1360

1. PER KALEN AND ERLING KARLSTROM OFFICIALS OF NORDISKA KOMPANIET STOCKHOLM HAVE REQUESTED EMBASSY ASSISTANCE TNC SECURE HOTEL ACCOMMODATION THE EVENING OF APRIL 20 SO AS TO HOLD WITH THEIR PLANS TO VISIT THE HIGH POINT, N.C. FURNITURE FAIR ON APRIL 20-21. THROUGH BLUNDER OF TRAVEL AGENT THEY NOW FIND THEMSELVES WITHOUT RESERVATIONS ALTHOUGH THEY HAD BEEN ASSURED "NO PROBLEM" BY TRAVEL AGENT MORE THAN TWO MONTHS AGO.

2. HIGH POINT VISIT CONSIDERED BY EMBASSY TO HAVE CRITICAL IMPORTANCE IN NK BUYING TRIP AND PROPOSED IN-STORE PROMOTION TENTATIVELY SCHEDULED IN FY 2975.

3. ACTION REQUESTED: EMBASSY URGES DEPARTMENT TO PULL OUT ALL STOPS IN FINDING ACCOMMODATION FOR THESE TWO BUYERS FOR THE EVENING OF APRIL 20 IN A HOTEL CLOSE ENOUGH TO HIGH POINT TO ENABLE THEM COMFORTABLY TO ATTEND THE FURNITURE FAIR DURING THAT WEEK END. OUR ABILITY TO DELIVER TO THEM ON THIS REQUEST COULD ADD CONSIDERABLY TO THE EVENTUAL SUCCESS OF THEIR IN-STORE PROMOTION. WHETHER OR NOT ACCOMMODATION CAN BE FOUND, WE REQUEST REPLY BY UNCLASSIFIED

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MONDAY, APRIL 8.

HIRABAYASHI

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NNN

Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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